



You Look for Security.

Whether with the intention of taking out insurance or associating yourself with some Company, you look for security.

The latest figures emphasize the unexcelled financial position of this Company.

BUSINESS IN FORCE over \$59,600,000
ASSETS - - - 16,400,000
NET SURPLUS - - - 2,600,000

These are reasons why the Company is known as

"Solid as the Continent"

NORTH AMERICAN LIFE ASSURANCE COMPANY

HEAD OFFICE - TORONTO, CAN.

NEW RECORDS

¶ Results secured during the past year re-affirm the position of the Sun Life of Canada as the *largest life assurance organization of the Dominion.*

¶ Fair-dealing and progressive business methods have given it leadership in annual New Business, Total Business in Force, Assets, Surplus Earnings, Net Surplus, Total Income, Premium Income and **SUN LIFE ASSURANCE COMPANY OF CANADA** HEAD OFFICE - MONTREAL

TRAFFIC RETURNS.

CANADIAN PACIFIC RAILWAY.				
Year to date	1915	1916	1917	Increase
Nov. 30,	\$93,542,000	\$124,032,000	\$136,010,000	\$11,978,000
Week ending	1915	1916	1917	Increase
Dec. 7,	3,046,000	3,139,000	3,289,090	150,000

GRAND TRUNK RAILWAY.				
Year to date	1915	1916	1917	Increase
Nov. 30,	\$45,721,176	\$54,980,385	\$59,701,817	\$4,721,432
Week ending	1915	1916	1917	Increase
Dec. 7,	1,012,326	1,151,306	1,218,138	66,832

CANADIAN NORTHERN RAILWAY				
Year to date	1915	1916	1917	Increase
Nov. 30,	\$24,306,000	\$34,219,500	\$38,196,800	\$3,977,300
Week ending	1915	1916	1917	Decrease
Dec. 7,	830,600	917,900	916,000	1,900

SOME RISK!

The expert fire insurance canvasser is not to be discouraged by unlikely conditions. He proceeds with the idea firmly planted in his somewhat stubborn mental equipment, that whatever is burnable is insurable, even though it is a safe bet that the particular property in question is only one degree more hazardous than the proverbial "stone wall under water." He relies in such cases upon the undeniable fact that the unexpected happens more often in the line of fire loss than in anything else under the sun, and he gradually works his prospective client up to a condition of nervous insomnia for which there is no relief, except in the protection furnished by a policy in the one and only company which he represents. These reflections are induced by the achievement of an official of the New Hampshire who succeeded in writing a line on property in the stone dwelling of a lighthouse keeper, located on a rock in the Atlantic Ocean, seven miles from land, and exposed to nothing except salt water and seagulls.—*Insurance Leader.*

THE PROVIDENT ASSURANCE COMPANY

All lines of
**Accident, Sickness,
 Liability, Guarantee and Automobile
 Insurance.**

Head Office
160 St. James Street - MONTREAL
 Representatives Wanted for Ontario and
 Maritime Provinces.

METROPOLITAN LIFE INSURANCE COMPANY OF NEW YORK

Insurance in force in Canada Dec. 31, 1916 \$190,951,326
 (Ordinary, \$91,184,000; Industrial, \$99,767,326)

Paid policyholders in Canada during 1916 . \$2,684,045.15

Over 960,000 Metropolitan policies held by Canadians.
 This company has over 1120 employees in Canada.

For the exclusive protection of its Canadian policyholders, it has on deposit with the Dominion Government and Canadian Trustees, in registered Canadian Bonds and Mortgages, over \$23,400,000.

In 1916 the Company increased its holdings in Canadian securities by \$6,300,000.

Home Office 1 Madison Ave., New York City